readership, area intended to be covered and budgetory provisions. The criteria has been adopted with the objective of securing widest possible coverage throughh newspapers.

(b) and (c) No, Sir. There has been no discrimination. However, there have been representations from some newspapers stating that the quantum of advertisements issued by DAVP is not adequate.

(d) and (e) Continuous efforts are made for placing advertisements in a balanced manned subject to the publicity requirements, target readership, area to be covered and budgetory provisions.

Publicity Through Private Agencies

1991. Prof . Vijay Kumar Malhotra: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether as per the Allocation of Business Rules, only the Directorate of Advetising and Visual Publicity is supposed to undertake the publicity for all the departments of the Government of India;

(b) if so, the reasons for some departments to use private agencies to get their material publicized;

(c) the steps taken to check the same; and

(d) the details of the Departments which used the services of private agencies for publicizing their material?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Yes Sir, except Ministry of Railways who handel their own advertisements on DAVP rates.

(b) All Ministries/Departments of the Government have generally been routing their advertisements through DAVP except in exceptional circumstances when a few departments have released some advertisements of emergent nature directly because of urgency and paucity of time.

(c) Ministry of Information & Broadcasting and DAVP have written from time to time to various Ministries and Departments reiterating the Government decision to route their advertisements through DAVP.

(d) As per information available, the following Departments have released a few advertisements directly:

(i) Air Force and Army Wing, Ministry of Defence;

(ii) National Informatics Centre of Planning Commission;

(iii) Department of Space;

(iv) Department of Food;

(v) Department of Telecommunication;

(vi) Directorate of Income Tax and

(vii) Department of Posts

New Channel for Agriculture Based Programmes

1992. SHRI RAM GOPAL YADAV: SHRI AJIT P. K. JOGI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to start a new Doordarshan Channel to telecast the agriculture based programme;

(b) if so, the details thereof; and

(c) the amount likely to be spent on this scheme?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (c) With effect from 15.4.1994 all major Kendras of Doordarshan have started telecasting agricultural and rural development programmes on all the five days from Monday to Friday for a duration of half-an-hour daily. Such a programme costs Rs. 1 lakh approximately on an average. Some of the

smaller Kendras which were not telecasting agricultural programmes have also started telecast of agricultural programmes in a similar manner. In view of this, a separate channel is not under consideration, at present.

O.B. Vans Purchased by Doordarshan

1993. SHRI RAM GOPAL YADAV:
SHRI AJIT P. K. JOGI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of O. B. Vans purchased by Doordarshan exclusively for sport coverage;

(b) whether the O. B. Vans were used to cover the cricket matches between India and other nations; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Doordarshan has a total of 17 O. B. vans at present, and these are used for multifarious coverages, including sports events.

(b) Yes, Sir.

(c) Does not arise.

Collaboration of Cable Operators with Joint American-Indian Network Satellite T V

1994. SHRI IQBAL SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state;

(a) whether Government are aware that the Joint American-Indian Network Satellite Television has decided to join hands with Cable Operators to run a Hindi Movie Channel on a revenue sharing basis;

(b) if so, the details thereof and the reasons therefor; and

(c) what is Government's reaction thereto?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) and (b) Press reports to this effect have come to the notice of Government.

(c) Government has no role in such tie-ups between private parties.

Loss Suffered by AIR|AD

1995. SHRIMATI CHANDRIKA ABHINADAN JAIN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what was the amount of losses suffered by All India Radio and Doordarshan Kendra during 1991-92, 1992-93, 1993-94 as compared to 1990-91, state-wise;

(b) what are the cumulative losses suffered by the DDK and AIR;

(c) what are the reaesons for mounting losses of DDK and AIR;

(d) what measures|steps are being taken by Government to improve the performances of AIR and DDK; and

(e) the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING SHRI K. P. SINGH DEO): (a) The commercial revenue earned by All India Radio and Doordarshan during the period in question increased each year as the figures given below indicate:-

(Rs. in crores)

Year	AIR	Doordarshan
1990-91 . . .	39.30	253.85
1991-92 . .	52.73	300.61
1992-93 . . .	58.91	360.23
1993-94 . . .	64.35	372.98

(b) and (c) Do not arise.

(d) and (e) All Radio and Doordarshan constatly strive to brig about a qualitative